

**SUMTER COUNTY BOARD OF COMMISSIONERS
EXECUTIVE SUMMARY**

SUBJECT: Bushnell Dixie Youth Baseball League, Inc. Tourist Development Tax Grant Request
REQUESTED ACTION: Approve the Grant

☐ Work Session (Report Only) **DATE OF MEETING:** 5/25/2010
☒ Regular Meeting ☐ Special Meeting

CONTRACT: ☐ N/A Vendor/Entity: _____
Effective Date: _____ Termination Date: _____
Managing Division / Dept: _____

BUDGET IMPACT: \$19,000.00
☐ Annual **FUNDING SOURCE:** Tourist Development Tax Fund
☒ Capital **EXPENDITURE ACCOUNT:** _____
☐ N/A

HISTORY/FACTS/ISSUES:

The Bushnell Dixie Youth have been successful in attracting a Regional T-Ball Tournament to Lake Panasoffkee. The tournament will be one of the first that the state has held on a regional level. The tournament will be comprised of 9 teams, two of which will be home teams. The remaining seven teams are likely to need a place to spend the night in the area with an estimated total impact of 164 room nights needed daily. It is estimated that attendees will dine in Sumter County restaurants and will purchase approximately 800 meals locally. Rain Days may extend the tournament beyond the anticipated 5- day period. The tournament will take place in Lake Panasoffkee, which has existing T-Ball fields (Bushnell does not) and the improvements made to the park, using TDC funding, will be permanent and can be used to attract additional tournaments and activities to the field.

Chamber Review Committee ranks this event as a "3" – a tourism event of Average Impact and recommends funding of \$15,030.21 with the stipulation that the Bushnell Dixie Youth check on the cost of installation of items since this cost is not included in their estimates and can be cost prohibitive.

Additional information- The Bushnell Dixie Youth received a grant of \$ 8503.05 during 2009. They used the money conservatively and returned 1002.91 to the fund for use by other organizations. They also submitted an impact statement showing that their earlier event generated approximately 300 total overnight stays in Sumter County. According to Bushnell Public Works, the local restaurants had more refuse during the week of the tournament which seems to indicate that they had more business.

A motion was made to fund the event at \$19,000.00 to assist in covering the cost of installation for the items requested.

Motion: Dan McCormic
Approved: Unanimously

Second: Warren Maddox

Sumter County Tourist Tax Development Council Minutes
April 22, 2010
4:00 PM
Sumter County Administration Building
Room 142
910 N. Main Street, Bushnell, FL 33585

The meeting of the Tourist Development Council of Sumter County, Florida was called to order by TDC Chairman and Sumter County Chamber of Commerce Commissioner Doug Gilpin at 4:00 PM on April 22nd in Room 910 of the Sumter County Administration Building

A roll call vote was taken with the following TDC members present:

Present:

Mr. Douglas Gilpin	Sumter County Board of County Commissioners
Mr. Bob Hunt	Wildwood Country Resort
Mr. Dan McCormic	Sumter Shopping Center
Mr. Warren Maddox	City of Bushnell
Mr. Douglas Tharp	The Villages
Ms. Robbie Kellum	Wynnhaven

Absent:

Ms. Erin Munz	Sumter County Fair Board
Mr. Robby Strickland	City of Wildwood
Steve Lind	Tracey's Point

Chamber of Commerce Representatives

Ms. Lee Ann Carr	Sumter County Chamber of Commerce
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Proper legal notice has been given and is attached to April Agenda. A quorum was declared.

Mr. Tharp led the flag salute

New Business

Commissioner Gilpin welcomed attendees and Tourist Development Council Members to the meeting.

The January 28th minutes were approved unanimously and without correction

Motion: Doug Tharp

Second: Warren Maddox

Financial Review: The financial review was given by Lee Ann Carr. The financial review format has changed in order to provide the TDC with more information related to the grants including the amount of outstanding funds. We will continue to work with this format in order to provide better reporting.

Unfinished Business:

Jean McNary presented a summary report for Dade Battlefield. The Dade Reenactment held outstanding attendance despite record-breaking cold weather. Remarks included Dade Battlefields intentions to expand the WWII Day Reenactment. Other remarks included placement in the Florida Event Planner and loss of an advertising sponsor.

Review of Grant submitted by Bushnell Dixie Youth. Narrative reviewed.

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Motion: Dan McCormic

Second: Warren Maddox

Approved: Unanimously

Tourism Planning Contract Review: Discussion related to contract negotiations with Rick Dodge/E5 Solutions. The Chamber reports an outline of items to be included in the tourism plan with a cost increase from the proposed \$19,000.00 to \$28,000.00 for increased deliverables.

Increased deliverables to include:

- Focus Groups which will increase awareness of tourism efforts including engagement of Sumter County Stakeholders (restaurants, attractions and accommodations)
- Inclusion of a Marketing Strategy which will include a profile of the Sumter County Visitor including demographics
- A written survey instrument
- Identification of a minimum of three outreach projects that can be used with a good chance of success.

The Chamber requests that the following items be included:

- E5 Solutions is responsible for the performance of the contract
- E5 Solutions is responsible for the creation and design of at least one signature event for the County as a part of the planning process.

This information was returned to the TDC due to significant cost increase associated with deliverables prior to forwarding to the BOCC.

Rick Dodge, Executive Director of E5 Solutions and Bradley Arnold, Sumter County Administration attended this TDC meeting in order to provide a detailed explanation of the costs associated with increased contract and to answer questions. Lee Ann Carr stressed the importance of moving forward with Tourism Planning in order to develop a plan that would position Sumter County to use their tourism dollar more effectively.

Motion to approve a negotiated contract, not to exceed \$28,000.00

Motion: Warren Maddox

Second: Bob Hunt

Approved: 5:1 with Commissioner Gilpin dissenting

Grant Submission Policies discussed and the following Policies approved by the TDC

Grant Submission Policies

- TDC Meeting Dates Scheduled for 2011-
- Additional dates may be scheduled, based upon committee designation

- All Grants requests must be submitted six weeks prior to the meeting date in order to allow for the grant review process. Grants not submitted within this timeframe will not be accepted. TDC Meeting dates will be published a year in advance.
- Submission of late supporting documentation will not be accepted under any circumstances since this information supplied in this manner invalidates the review process.

Meeting Adjourned at 6:00 PM

Submitted by:
Lee Ann Carr
Sumter County Chamber of Commerce
May 19, 2010

naming the additional insured's must be on file at the Sumter County Chamber of Commerce office prior to the advertising, capital improvement or event.

GRANT APPLICATION

Applicants will need to submit an original and fifteen (15) copies of this completed grant application, as well as all supporting documentation, for consideration by the Sumter County Tourist Development Council. Please make sure your application is signed and attach the following information, if applicable:

- Charter, Articles of Incorporation, By-laws;
- Minutes of meeting or resolution authorizing officers to apply for grant funds
- IRS determination letter of non-profit status
- List of current officers and board members indicating terms and salaries
- Organizational chart
- Copy of financial statement or 990 from the most recent fiscal year

Organization name: Bushnell Dixie Youth Baseball League, Inc

Address: P.O. Box 1299 Bushnell, FL 33513

Contact person: Shannon Woodard / Carrie Tadlock

Title: treasurer / Board member

Telephone: 193-6518 Fax: same

Event/Project Name: Florida Dixie Youth South Tball Reg. tournament

Event date: Begin June 19, 2010 End June 26, 2010

Category
(check one)

- ☐ Sponsorship
☒ Special Events
☐ Events
☐ Advertising/Promotion

Amount Requested \$ 15,030.21

Intended Use Assistance to host the 2010 South Tball Reg. Tour.
Of Funds: and to purchase items that will allow us to host different levels of tournaments each year.

Ratified by Sumter County TDC on 07-17-08

(4,364.32) \$10,665.89
yes! Eliminate refrigerator and freezer.

If the entire request cannot be funded, can the project be restructured for less funding?
If so, please indicate minimum amount necessary. If not, please explain.

We have a home size refrigerator and a small chest freezer.

BACKGROUND INFORMATION

In the space below, please describe your organization in the following areas:

- Your organization's goals and objectives
- Your target audiences
- Services your organization provides
- Community need for the services your organization provides
- How Sumter county residents and visitors will benefit from your project and how you will evaluate your effectiveness
- Other sources of funding that your organization can provide to match the funds requested from the Tourist Development Council
- How you will monitor expenditures of grant funds

PROJECT/EVENT DETAILS

In the space below, please give details on your project or event so the Tourist Development Council can evaluate the economic impact on the county. Include in your narrative projects on numbers of attendees, hotel rooms needed, restaurant meals to be consumed and your publicity and advertising plans.

PROJECT BUDGET RECAP

INCOME

Tourist Development Fund Request

\$ 15,030.21

Total Request \$ 15,030.21

Matching fund sources

	\$
	\$
Bushnell Dixie Youth	\$ 12,000.00
General fund	\$
	\$

Total matching funds

\$ 12,000.00

Other income sources

Gate donations	\$ 4,000.00
Sponsor ads	\$ 3,000.00
	\$

\$ _____

\$ _____
Total matching funds

\$19,000.00

TOTAL INCOME \$ 34,030.21

EXPENSES

Please indicate which items will utilize TDC funds

Commercial refrigerator \$ 1528.96
" freezer \$ 2835.00
Restaurant exhaust hood \$ 1219.05
Fire Supp. for hood \$ 1770.79
Gas Charbroiler w/ exta \$ 1235.99
Ice maker 225lb cap. \$ 5100.11
Portable score board \$ 2340.00 (2)?
tent/table/chairs \$ 4,000.00
opening night cookout \$ 1,000.00
rooms for officials 1200.00
trophies 500.00
umpires 1020.00
programs 3000.00

TOTAL EXPENSES \$ 21,756.21

CERTIFICATIONS

24,090.21

I have reviewed this GRANT APPLICATION from the Sumter County Tourist Development Council. I am in full agreement with the information contained herein. To the best of my knowledge, the information contained in this Application and its attachments is accurate and complete.

BY: Sharon Woodward (SEAL)
Organization Leader

ATTEST: _____
Secretary

Considered this _____ day of _____, 200____, at a duly called meeting of the Sumter County Tourist Development council. By motion duly recorded, this funding request is hereby:

Approved in the amount of \$ _____

Denied

SUMTER COUNTY
TOURIST DEVELOPMENT COUNCIL

BY: _____

BACKGROUND INFORMATION:

The league's goals and objectives have always been to make our league available to all children ages 4- 12 years old.

We try to target ages 5-12, their families, citizens and volunteers to enjoy the sport of baseball.

Our organization tried to provide recreation needs and structure to young individuals.

Because we are a rural county and many families fall within the low income bracket our league is able to have all children participate regardless of means.

With the high cost for families to travel for recreation this provides means for them to plan trips to the park for games and tournaments at minimal cost.

This project will host 7 travel teams, their coaches, families, state and national officers for up to 8 days.

We will evaluate the event through gate sales, and the state and national officers will submit an evaluation of all areas of the tournament.

Bushnell Dixie Youth Baseball League: Contributions from the general account. Sponsors: ads for programs and donations.

We will have a special account that will be used for all deposits and expenditures. These items will be audited by the league treasurer, executive board and an Audit committee.

PROJECT/ EVENT DETAILS:

The Florida Dixie Youth South Regional Tball Tournament will be host to 9 teams with 2 teams not travelling.

7 teams @ 13 players = 91

7 teams @ 4 coaches = 28

7 teams @ 6 parents = 42

3 officials @ 3 = 3

Total housing per day = 164

Rain days would extend the tournament

Approximate 164 accommodations needed daily

Approximate 800 meals (dinners)

PUBLICITY/ ADVERTISING PLAN:

Packets will be sent to all districts in the southern portions of the state. They will include: Information about hotels, RV parks, Bed and breakfast and activities within Sumter County. We will also include items from the Chamber of Commerce (maps and etc.) Programs will be available to those attending and will promote our sponsors and businesses within the county.

The tournament will also be advertised on the Leagues web-site as well as the State and National Web-site.

**Bushnell Dixie Youth Baseball League
Standard Operating Procedure (SOP)
ADOPTED ON Tuesday, February 2, 2010**

SECTION 1. COACHES SELECTION PROCESS

A) A Head Coach with a child returning to a Division has first choice to a team in that division.

1. A Head Coach returning to a division has second choice to a team in that division.

B) If there is no Head Coach with a child or returning head coach in a Division to fill a Head Coach's slot, then a Head Coach moving from another Division with a child in the Division he is seeking to move to will have first choice.

C) If there is no Head Coach with a child moving from another division as set forth in section 1-B) herein, then an Assistant Coach with a child from that Division with the most consecutive years as a Coach will have first choice.

D) If there is no Assistant Coach with a child from that Division to fill a Head Coach's slot, then an Assistant Coach from another Division with a child in the Division he is seeking to coach in will have first choice.

E) In the event that none of the above criteria are met, then a new Head Coach may be designated.

F) In the case of a tie in a Division, seniority will prevail.

G) All Head Coaches must have a home phone or a cell phone.

H) If a Head Coach cannot fulfill his or her obligations for any reason, the Head Coach for that team will be determined by the Coaches Committee.

I) The Coaches Committee with approval of the Executive Board may use any written complaint or any other factor deemed necessary in the selection or removal of any Coach.

J) All complaints will be investigated by the Coaches Committee upon notification to the Executive Board, with said complaint being forwarded to the coach in question. Once the said complaint has been reviewed it will be brought to the board for review.

K) If a Coach has been removed from a Coaches position by the Coaches Committee then that Coach will lose all seniority concerning coaching eligibility. The Coaches Committee has the authority to recommend to the League that a removed Coach be disqualified from any future involvement with the Bushnell Dixie Youth Baseball League should the circumstance's warrant such action.

SECTION 2. GAME TIME LIMITS

A) The time limit for T-Ball will be 1 hour long, Mini-Minors and Minors in the Bushnell Dixie Youth Baseball League shall be 1 ½ hours long. Majors will be 1 ½ hours long with the tie-breaker rule imposed should there be just cause. The only exception to these time limits will be at the start of our inter-league tournament which will be played according to Official Dixie Youth Baseball tournament rules.

SECTION 3. SPECIAL DIVISION RULES FOR BDYBL

MINI-MINORS

In the Mini-Minor Division, Bushnell Dixie Youth Baseball League has in place ten batters or three out rule whichever comes first, for the first half of the season. At the half way point in the season, we will go back to playing the regular baseball three (3) out rule. This rule will only apply to games played on the Bushnell or Lake Panasoffkee fields. The half way point will be indicated on your game schedule. THIS IS NOT A TEAM OPTION.

BDYBL Standard Operation Procedures

There will be no special division rules for any other divisions within BDYBL. All teams shall play by game rules as designated by the Dixie Youth League or BDYBL SOP's.

SECTION 4. TIE BREAKER

In the event of a tie, you will need to play the time limit for the division plus 1 inning. Should there be no score then it would be treated as a tied game.

SECTION 5. MAKE UP GAMES

All games cancelled or suspended due to "acts of God" shall, if necessary to be played in order to meet the minimum game requirements set forth by Dixie Youth League, be rescheduled for a date and time set forth by the Board of Directors taking into consideration the regular play schedule and any other factors necessary to ensure that the game is made up in a timely manner. The League Official shall be the sole judge(s) as to whether to play, suspend or cancel a game due to "acts of God".

SECTION 6. MINIMUM PLAYER REQUIREMENTS FOR GAMES

In the event that a team scheduled for a game does not have enough players to fulfill the roster requirements as set forth by Dixie Youth League and adopted by the BDYBL, then the team without enough players may elect to pick up a player from another team within the same division. The game shall still be considered an official BDYBL-sanctioned game for purposes of insurance and other League matters.

Sumter County Tourist Tax Development Council Minutes
January 28, 2010
4:00 PM
Sumter County Administration Building
Room 142
910 N. Main Street, Bushnell, FL 33585

The regular meeting of the Tourist Development Council of Sumter County, Florida was called to order by Chairman Doug Gilpin on January 28 at 4:00 PM.

The meeting opened with a salute to the flag.

The following TDC members present and registered their attendance through a verbal roll call.

Present:

Mr. Douglas Gilpin	Sumter County Board of County Commissioners
Mr. Bob Hunt	Wildwood Country Resort
Mr. Warren Maddox	City of Bushnell
Mr. Dan McCormic	Sumter Crossing Shopping Center
Mr. Douglas Tharp	The Villages

Absent:

Ms. Erin Munz	Sumter County Fair Board
Ms. Robbie Kellum	Wynnhaven
Mr. Robby Strickland	City of Wildwood
Mr. Steve Lind	Tracy's Point

Chamber of Commerce Representative

Ms. Lee Ann Carr	Sumter County Chamber of Commerce
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Proper legal notice has been given and a quorum was declared.

Commissioner Gilpin welcomed attendees. A roll call vote was taken.

A flag salute was held to acknowledge our Veteran's.

Chairman Gilpin asked Lee Ann Carr to explain the scoring procedure. Profiles of planners, along with references were provided for review and suggested opening questions are included in packets. Weighting sheets were explained including the point system. Each presentation would be heard and the presenting team or contractor scored. At the end of the evening, scores would be tallied and a recommendation would be made by the TDC in favor of the team or contractor deemed most advantageous for Sumter County. The results will be announced at the conclusion of the meeting and a recommendation will be moved forwarded to the Board of County Commissioners for approval. All present were reminded that the contract award would not be final until approved by the BOCC. There will be an attempt to have this ready for the next meeting. Presenter order will be determined by the selection of an envelope containing the numbers 1,2 and 3 which will determine order of presentation.

Vision Marketing & Communications represented by Bob Wright and John Weed presented first. The presentation began with a review of qualifications. Planning and ideas are based upon execution with the understanding that analytics and success measures would be included prior to beginning the process. The importance of considering the individual attributes of Sumter County was stressed. Experience/Successful projects include experience with the Osceola CVB, alliance with the Orlando Sports Commission, ESPN Bassmaster Tournament relocated to Florida which increased tax revenues in the Osceola County by 14%. D&P Studios (formerly David Nixon Studios) name change and improved marketing strategy for films which resulted in a 44% Return on Investment. This team discussed additional experience in maximizing golfing as a tourism venue. Price was disclosed in the packet distributed to the TDC but remained undisclosed to participating presenters- \$15,000.00. This team will be focused on branding Sumter County with their "best" asset – whatever that may be. When questioned related to Sumter County assets, Mr. Wright stated that it was impossible to overlook fishing and eco-tourism. This team looked at maximizing Visit Florida advertising which could be branded or rebranded with Sumter County advertising. The number one reason that people visit Florida is to visit friends and relatives. The Villages represents a large extended market.

E5 Solutions Group- Rick Dodge, President will present for this group who has been contracted by Sumter County to help area businesses thrive. The E5 Solutions team was introduced: Rich Hickman-tourism, Jacob Joseph, Zachery Dodge and Doug Smiley. Presentation includes plans to meet individually with TDC members and area tourism stakeholders. Presentation stressed the strength of "knowing Sumter County" including an understanding of the dichotomy of Sumter County- the preservation of existing strengths from the rural nature of the County to the Villages. Questions related to tourism could be easily incorporated into a survey currently underway for Economic Development. Successful projects include the Dali museum, increase of St. Petersburg events from approximately 60 to 600, success in bringing Mexican leaders to St. Petersburg. References provided. Focus on increasing tourism including National Cemetery and The Villages which represents one large national product and visibility. Discussion of plans to utilize Visit Florida partnership. Golf, Fishing and Eco-Tourism appear to be our top products. Visit Florida Marketing Program including "Share a Little Sunshine". 19500.00 cost and a projected four month timeline. Birding festivals discussed and rural Florida discussed. Question related to length of current contract -- November 10, 2010. Conflict of interest was discussed -- this team states that they consider it an enhancement for the work that they are already contracted to do.

University of Florida Team represented by Elaine McLaughlin and Dr. Lori Pennington-Grey. Dr. Grey's experience includes creating tourism plans for rural counties and rural countries. Elaine McLaughlin's experience includes tourism development in Lee County and surrounding counties. She is also a founding member of Visit Florida and sits on the Florida State Parks board. Destination plans should begin at the strategic level. This team does not recommend beginning at the tactical action stage. Both team members stress the importance of beginning at the strategic level and understanding what our current tourists think of Sumter County. Planning includes key stakeholder meetings, consensus building and surveys by internet and phone. Planning also includes destination-visioning sessions. Other items- the importance of incorporating the internet, which can equalize the playing field between rural counties and other areas, determination of the characteristics that differentiate Sumter County including resident values and Sumter County's unique proposition in the marketplace. Focus on the importance of maximizing current resources and not trying to become "something that you aren't". Product Development and Marketing will both be a part of this plan. The importance of partner development and leveraging benefits was discussed. . The importance of understanding our competition, communication and fishing was discussed. The primary focus of this team was on metrics, area research and understanding what brought tourists to the area including the consideration of the two Sumter County Markets (International & Local). This plan will include metrics, cost, partner development, market development, media platforms including social media. Cost range: \$35,000.00 -\$50,000.00.

Weighting sheets completed and tallied and E5 Solutions announced as the recommended planner. All presenters were thanked for attending.

Submitted by:
Lee Ann Carr
Sumter County Chamber of Commerce
February 2, 2010
Meeting Adjourned at 6:00 PM
REVIEWED & APPROVED: _____

(Date)

**Sumter County Chamber of Commerce
TDC Committee
Application Checklist**

Organization Name: Bushnell Dixie Youth Baseball League

Event Name: Florida Dixie Youth TBall Regional

Event Date: June 19-June 26

Amount Requested: 15030.21

Previously Funded By TDC? ☒ Yes ☐ No
Amount(s) _____ #Years 1

- ☒ Charter
- ☒ Articles of Incorporation
- ☒ By-laws
- ☒ Chamber verified status through Sunbiz.org – please attach
- ☒ Minutes of meeting authorizing officers to apply for grant funds
- ☒ IRS determination letter of non-profit status
- ☒ List of current officers and board members indicating terms and salaries
- ☐ Organizational chart
- ☒ Copy of financial statement of most recent fiscal year

Recommendation:

Rank Assigned: 3

Approved ☒ Denied ☐ Additional Information Required ☒

Reasons: The Bushnell Dixie Youth Team, represented by Carrie Tadlock, Stephanie Leggett and Shannon Woodard has been successful in attracting another regional tournament to the Bushnell area. The tournament attracted is a Regional T-Ball Tournament and one of the first that the state has held on a Regional level. The tournament is slightly smaller than last years tournament and is comprised of 9 teams, two of which are home teams. The remaining seven teams are most likely to spend the night in the area with an estimated total impact of 164 room nights needed daily. It is estimated that attendees will dine in Sumter County restaurants and will need to purchase approximately 800 meals locally. Rain Days would extend the tournament beyond the anticipated 5 day period. The tournament will take place in Lake Panasoffkee which has existing T-Ball fields and the improvements made to the park will be permanent and can be used to attract additional tournaments and activities to the field.

Ratified by the Sumter County TDC on 071708

The Review Committee has requested that the Bushnell Dixie Youth Team provide the following information: Cost to install the equipment (not included in funding request) and that the County Attorney render an opinion as to whether the tent, table and chair rental can be covered according to the statutes.

Additionally, the Review Committee recommends that the TDC confirm that it is not possible to use the Bushnell Park for T-Ball.

Providing those stipulations, funding in the full amount of 15030.21 is recommended.

An Estimated Impact Statement from last years event is included.